

## JULY 8, 2009 Airport Commission Minutes

Chairman Crowley called the meeting to order at 8:02 a.m. Present for today's meeting were Vice-Chairman Bluemke and Commissioners Falstad and Schoepke. Secretary Richards called to say he would not be at the meeting. Others present: Val Ramos, Airport Administration; Kurt Stanich, Airport Operations Assistant; Harry Becker, Atlantic Aviation; Andrew Groth, Control Tower; Gavin Leake, Spring City Aviation; Marc DeVillers, MPMC/Flight for Life; Keith Markano, Airport Manager and Tracy Shilobrit, Strate Vantage.

**Approve/modify meeting minutes of June 10, 2009** – Commissioner Falstad moved to approve the June 10, 2009 minutes with a second by Commissioner Schoepke. The motion passed.

**Public comment/correspondence** - None

**Discussion and action on airport fuel price subcommittee** – At the June meeting Chairman Crowley asked Commissioner Schoepke and Vice-chairman Bluemke to meet with pilots/users of the airport to ask about fuel prices at the airport and provide this information to the Commission. Chairman Crowley asked Commissioner Schoepke to address this agenda item.

On June 30, 2009, Commissioner Schoepke met with Mr. Markano, Vice-chair Bluemke, Dave Kasprzyk, chief pilot for Decade Companies, and previous airport commissioner Dave Broadfoot to discuss fuel price concerns at the airport. Commissioner Schoepke read a prepared statement from that meeting where he asked Mr. Markano about fuel sales. Mr. Markano stated responses from a survey sent out earlier to users of the airport, showed a strong dislike for fuel prices by the fixed base operator (FBO). At the current rate of fuel sales, Mr. Markano thought it was probable that the bottom line to the budget could hold steady for 2010. Commissioner Schoepke considered that an optimistic statement that has to be tempered with caution and preparedness should the current economic status or pilot attitude worsen resulting in lower fuel sales and higher hangar vacancies. The subcommittee's thinking is that the FBO's per gallon fuel cost needs to be realistically much closer to the low price operators like Hartford, Burlington and Capitol Drive for there to be a change of attitude towards purchasing Waukesha based fuel and services. For example if these airports were selling 100 LL at \$3.60 per gallon self serve, then Waukesha should be selling at \$3.80 per gallon self serve. The subcommittee questioned how much more the typical Waukesha pilot would pay for full service and suggested somewhere around \$3.90 to the example provided resulting in a thirty cent (\$0.30) spread. Commissioner Bluemke added that the subcommittee also discussed the possibility of another FBO on the field to provide competition to Atlantic and lower prices. Commissioner Falstad asked Mr. Markano if he reviewed the FBO lease agreement with Corporation Counsel. Mr. Markano replied he did not, and that the FBO lease language is very generic. Chairman Crowley suggested more research on the FBO lease and what action the Commission could take. Vice-chairman Bluemke suggested Mr. Markano provide a copy of the FBO lease agreement for Commissioner Falstad to review. With all of the information provided from the June 30<sup>th</sup> fuel subcommittee, Chairman Crowley did not see a need for further fuel subcommittee meetings. He thanked Commissioner Schoepke and Vice-chairman Bluemke for their time spent on this agenda item. Vice-chairman Bluemke suggested the fuel pricing warranted further investigation by the entire Commission and should be an agenda item for future Commission meetings. The Commission agreed with his suggestion. The Commission did not take action this agenda item.

**Discussion and action on terminal building conference room use** – Chairman Crowley said Spring City Aviation mentioned conference room use at June meeting under public comment/correspondence. After listening to Mr. Behrens, Spring City Aviation, the Commission said this would be an agenda item for July. Spring City has requested use of the conference room for their flight school classes. Chairman Crowley said use of the conference room is under the Airport Commission and the airport manager. Mr. Markano said the conference room is used mainly by non-profit groups, for aviation related meetings/activities, and by groups/persons flying into the airport on business. There is no fee charged to these groups. Mr. Markano said he found several policies for government use of meeting rooms and the

fees charged for this use. Prior to today's meeting, the Commission received a proposed policy drafted by Mr. Markano for use of the conference room. Vice-chairman Bluemke asked if Spring City was aviation related to use the room. Yes, Mr. Markano replied and since Spring City Aviation is a for profit venture, there should be a fee paid by them for use of the room. The Commission asked Mr. Markano how this revenue would be used. Mr. Markano said the money would be used to improve the conference room such as purchase of a projector, chair repair, carpet cleaning, etc. Commissioner Falstad asked how collection of this fee would be done. Mr. Markano said his office would see to invoicing and collecting the fees the same way land lease revenue is handled. The Commission agreed the policy was well written and that a fee of \$40.00 was reasonable. A motion to recommend approval of the proposed conference room policy with a fee of \$40.00 was made by Vice-chairman Bluemke with a second by Commissioner Schoepke. The motion passed.

**Discussion and action on marketing survey results and marketing plan** – Chairman Crowley asked Tracy Schilobrit to present this agenda item. Mrs. Schilobrit went over the survey results with the Commission. Users were unhappy with fuel prices, property taxes, an unfriendly environment (security requirements) at the airport and a lack of communication with tenants/based users. On the positive side from pilots view, she said the range, quality of services was very good, and the tenant/employee retention rate at the airport was very good. Survey results expressed a definite desire for a restaurant at the airport. Mrs. Schilobrit said competition in fuel prices is very important, corporate versus recreational. Mr. Markano said that an analysis plan showed Waukesha compares very well with other airports. Chairman Crowley said he liked what he saw in the short-term marketing plan for 2009 and would recommend to County Executive. Regarding the long-term plan, he said the Commission should discuss this further and see what the County would approve to spend on this venture. The Commission said Mrs. Schilobrit's plan was very well put together considering the short notice for this request. Mrs. Schilobrit said the plan provides a direction for the Commission to market the airport. Vice-chairman Bluemke said the Commission should look at the property taxes by the City because this was a major concern in the survey by tenants at the airport. He also said the Airport could use better communication to airport tenants, users and pilots. The Commission asked Mr. Markano to draft a letter regarding property taxes and forward to them for review/comments. Mr. Markano said there should be available money in the operating budget for the 2009 marketing plan. He said available funding for the 2010 marketing plan would need to be looked. Mrs. Schilobrit said the Commission did not have to accept the entire 2010 marketing plan as submitted. The Commission could choose the items they wanted to address in the 2010 marketing plan and she could work on these for the airport. Chairman Crowley said the airport needs this marketing plan because it is essential to the airport's future. He said the Commission could look at possible cuts to move forward with the marketing plan. Mr. Markano said he would be meeting with the County Executive this Thursday to review the budget. The Commission discussed Mr. Markano presenting the 2010 marketing plan to the County Executive to see what he thinks of the plan. A motion to approve and move forward with the 2009 plan presented at today's meeting, but not to exceed the estimated fee of \$2,500 was made by Commissioner Falstad with a second by Commissioner Schoepke. The motion passed. Vice-chairman Bluemke made a motion for Mr. Markano to present the airport 2010 marketing plan to the County Executive for review at the July 9th budget review meeting with a second by Commissioner Falstad. The motion passed. The Commission expressed their appreciation to Mrs. Schilobrit for her time and work on the airport survey and marketing plans.

**Chairman's report** – Chairman Crowley said he would like to have the safety and security presentation by Brian Dorow done at the airport again. He asked Mr. Markano to follow up on this.

**Airport Manager's report** – Mr. Markano said Mrs. Schilobrit and Mr. Betzler deserved a huge thank you for their outstanding effort for the B17 Wings Over Waukesha event in June. He said Mrs. Schilobrit did an exceptional job on advertising and publicity and that Kurt did a great job also in assisting with parking. Mr. Markano said the event was very well attended all three days.

Mr. Markano reviewed the airport budget analysis with the Commission. He said a request for the upgrade and maintenance of the County owned T-hangars was included in the budget. He is looking at replacing the existing t-hangars with new 10 unit t-hangars and has received some estimates. The Department of

Transportation (DOT) is looking at building an equipment storage building at Golf Road and I-94. Mr. Markano said there is a retention pond on this site and there is an issue because of the closeness to airport runway. He will be meeting with the DOT to discuss.

**Future Commission agenda items** – Airport marketing plan, safety and security presentation, extension of Aviation Drive to Grandview Boulevard, and availability of land at airport for restaurant.

Motion to adjourn by Commissioner Schoepke with a second by Commissioner Falstad. Motion passed.

Meeting adjourned at 10:00 a.m.

Next Commission Meeting: August 12, 2009.

Respectfully submitted

Michael Crowley  
Commission Chairman  
July 8, 2009